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ABSTRACT

A study was conducted to evaluate student and student employer satisfaction with the services provided by the South Seattle Community College (SSCC) Cosmetology Department. Specifically, the study gathered data related to four outcomes: that students receive an educational experience allowing them to meet their goals; that former and current students be satisfied with facilities, equipment, and the quality of instruction; that employers be satisfied with graduates; and that customers of the Department's Beauty Center be satisfied with services. Findings for the first outcome indicated that 77% of employed former students were working in cosmetology or a related field and 100% passed a state licensing test within their first two attempts. Responses related to the second outcome indicated that over 50% of former students were satisfied to a high extent with facilities; 59% reported that the number of teachers was inadequate; and 86% of the current students were satisfied with the content of instruction, while 46% were least satisfied with their ability to apply their skills. Findings regarding outcome three indicated that employers rated SSCC graduates highest in skin care, haircutting, hairstyling, and business practices, and lowest in haircolor and permanent waving. Findings related to the fourth criterion indicated that 95% of respondents have recommended the Beauty Center to others. (Survey instruments are appended.) (MAB)

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ED 381 222

EXECUTIVE SUMMARY
INSTITUTIONAL EFFECTIVENESS ASSESSMENT PROCESS
1993-94

HOSPITALITY AND SERVICE OCCUPATIONS DIVISION

COSMETOLOGY DEPARTMENT

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SOUTH SEATTLE COMMUNITY COLLEGE

JC 950 219

South Seattle Community College
Service Occupations
Cosmetology Department
Executive Summary

Major Findings related to Criteria

Outcome 1. Students will receive a quality educational experience which will allow them to meet their stated goals.

Criteria 1:

70% of those students whose stated goal is employment will report employment in the field.
80% of those who take the certification/licensing exam will pass.
80% of the students in the program will meet their stated goals.

Findings for Outcome 1:

- 77% of those employed are currently employed in cosmetology or a related field.
- Almost all of the former students (89%) reported taking the licensing exam after they finished the Cosmetology program.
- Of those who took the exam, 92% passed the first time, and the other 8% passed the second time.
- 93% of the respondents indicated that they intended to earn a certificate when they entered, and 89% did complete the program.

Outcome 2. Former students and current students will be satisfied with the facilities and equipment, and the quality of instruction.

Criteria 2:

75% of the respondents to the Former Student Survey and the Current Student Survey will report satisfaction with the facilities and equipment in the program.
75% will report satisfaction with the quality of instruction.

Findings for Outcome 2 for Former Students:

- For six of the seven questions regarding the instructional facilities, over 50% of the former students in Cosmetology rated the facilities as high or very high.

- The only area rated inadequate by the Cosmetology former students was the number of teachers. Only 19% of the former students agreed to a high extent that the number of teachers was adequate; 22% agreed to some extent; and 59% (about 2 out of 3) reported that the number of teachers was inadequate.

- Over the last five years, students have become increasingly more dissatisfied with the number of teachers available in the Cosmetology lab. The percent of students agreeing that the number of teachers was adequate fell from 43% in 1989 and 1990, to 20% in 1991 and 1992, to zero in 1993. For the former students who left in 1993, 90% (9 out of 10), considered the number of teachers inadequate for educational purposes. In the last year, the situation in the lab has worsened, due to increases in the number of students and the number of clients.

- Over 60% of the former students agreed that they were satisfied, to a high extent, with their degree or certificate. Over 50% were satisfied, to a high extent, with the quality of instruction and the quality of their education.

Findings for Outcome 2 for Current Students:

- Over 70% of the current students in the Cosmetology program were satisfied with the supplies available and the equipment. Over 60% were satisfied with the cleanliness of the lab area.

- Current students were most satisfied (86%) with the content of instruction, and least satisfied with their ability to apply the skills they were learning (46%).

Outcome 3. Employers will be satisfied with the graduates of the Cosmetology program.

Criteria 3:

75% of the employers will report that they are satisfied with the SSCC training received by their employees.

Findings for Outcome 3:

Eight salons who had hired SSCC graduates responded to the survey. These salons rated their employees on those skills which were applicable.

- SSCC graduates were rated highest by their employers (90% or more Very Satisfied or Satisfied) in four areas: skin care; haircutting; hairstyling; and business practices. SSCC graduates were rated lowest by their employers on haircolor (57% Satisfied) and permanent waving (71% Satisfied).

Industry representatives were also asked to rate various other employee characteristics besides cosmetology skills.

- All industries (100%) rated workplace values and teamwork as very important. Industries rated computer skills, inventory control, and previous work experience as least important (fewer than 40%) of the salons rating these skills as important.

Outcome 4. Customers of the Beauty Center will receive quality products and services in a cost effective manner.

Criteria 4:

80% of the customers of the Beauty Center will report a high degree of satisfaction with the products and services.
80% of the customers would recommend the retail facility to their friends.

Findings for Outcome 4:

- Over 80% of the customers were very satisfied with five of the eight characteristics of the Beauty Center.

- Customers were most satisfied with the friendliness of the staff (98% very satisfied) and the friendliness of the students (95% very satisfied). Over 80% of the customers were also very satisfied with the cleanliness of the lab area, the cost of services, the reception desk, and the service selection. Customers were least satisfied with the quality of the service (only 67% very satisfied).

- 95% of the respondents have recommended the Beauty Center to others, and all (100%) said they would recommend the Beauty Center to others.

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SOUTH SEATTLE COMMUNITY COLLEGE
HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
COSMETOLOGY DEPARTMENT
INDUSTRY SURVEY

Dear Industry Leader,

Please take a few moments to answer this questionnaire. Providing this information will enable the South Seattle Community College Cosmetology Department to better tailor their training to meet industry needs and standards.

Please darken the bubbles with a #2 pencil and avoid making stray marks on the form.
We would greatly appreciate it if you would answer all the questions and return the survey without folding or stapling.
Please return it to us by April 20, 1994.

1. Do you CURRENTLY employ a graduate of the South Seattle Cosmetology, Barbering or Manicure programs? ☐ Yes ☐ No

2. Have you EVER employed a graduate of the South Seattle Cosmetology, Barbering or Manicure programs?
☐ Yes, more than one ☐ Yes, one ☐ No

a. If YES, please mark those positions which apply. ☐ Cosmetologist ☐ Barber ☐ Manicurist

b. If NO, would you hire a SSCC graduate for an available opening?
☐ Yes
☐ No (If no, why not? _____)

If you have NEVER EMPLOYED a SSCC graduate, please skip to page 2.

3. How satisfied are/were you with the SSCC graduates' skills in the following areas?

Haircutting	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Hairstyling	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Permanent Waving and or Chemical Relaxing	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Haircolor Services	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Manicure/Acrylic Nail Services	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Skin Care	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Client Communication Skills	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable
Basic Business Operation	☐ Very Satisfied	☐ Satisfied	☐ Dissatisfied	☐ Very Dissatisfied	☐ Not Applicable

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HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
COSMETOLOGY DEPARTMENT
INDUSTRY SURVEY
Page 2

Please continue to the end of the page.
Please return it to us by April 15, 1994.
THANK YOU VERY MUCH FOR YOUR INPUT

4. Do you provide an apprenticeship program for new employees? ☐ YES ☐ NO

5. Do you encourage your employees to seek additional training or specialized seminars? ☐ YES ☐ NO

6. Please rate the importance of skill and knowledge in the following areas for importance in the Cosmetology Industry?

Inventory Control
- ☐ Of Extremely High Importance
- ☐ Of High Importance
- ☐ Of Medium Importance
- ☐ Of Low Importance
- ☐ Of No Importance

Previous work experience
- ☐ Of Extremely High Importance
- ☐ Of High Importance
- ☐ Of Medium Importance
- ☐ Of Low Importance
- ☐ Of No Importance

Computer Skills
- ☐ Of Extremely High Importance
- ☐ Of High Importance
- ☐ Of Medium Importance
- ☐ Of Low Importance
- ☐ Of No Importance

Workplace Values
- ☐ Of Extremely High Importance
- ☐ Of High Importance
- ☐ Of Medium Importance
- ☐ Of Low Importance
- ☐ Of No Importance

Teamwork
- ☐ Of Extremely High Importance
- ☐ Of High Importance
- ☐ Of Medium Importance
- ☐ Of Low Importance
- ☐ Of No Importance

Salon Management
- ☐ Of Extremely High Importance
- ☐ Of High Importance
- ☐ Of Medium Importance
- ☐ Of Low Importance
- ☐ Of No Importance

7. Is your salon an:
- ☐ Independent/private operation
- ☐ Independent Franchise
- ☐ Regional Chain Unit
- ☐ National Chain Unit
- ☐ Other _____

8. Please add any comments that you feel would improve the quality of our program and add to the value of the Cosmetology program at South Seattle Community College. _____

_____

_____

_____

_____

THANK YOU

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SOUTH SEATTLE COMMUNITY COLLEGE
HOSPITALITY AND SERVICE OCCUPATIONS DIVISION
COSMETOLOGY DEPARTMENT
FORMER STUDENT SURVEY

Dear Former Students and Alumni:

Please take a few moments to answer this questionnaire about the training you received at SSCC. Providing this information will enable South Seattle Community College to better serve you, the student.

Please darken the bubbles with a #2 pencil. Please avoid making stray marks on the form. We would greatly appreciate it if you would answer all the questions and return the survey without folding or stapling it by April 15, 1994.

Thank you very much for your participation. Receiving your response is very important to us.

1. Please identify the instructional program in which you were enrolled: ☐ Cosmetology ☐ Barbering ☐ Manicurist
2. Was your intended goal upon entering SSCC to be employed in the Cosmetology Industry? ☐ YES ☐ NO
3. Did you complete this program? ☐ YES ☐ NO
4. What year did you exit the program?
   ☐ Before 1989 ☐ 1989 ☐ 1990 ☐ 1991 ☐ 1992 ☐ 1993
5. Did you take the Dept. of Licensing Exam upon completion of your program? ☐ YES ☐ NO
6. If yes, did you successfully pass the first time? ☐ YES ☐ NO
7. If you did NOT sucessfully pass the first time, what would have helped you to pass; MORE....
   ☐ practical lab experience ☐ individual instruction ☐ theory ☐ Other _____
8. If you did NOT pass the first time, did you retake the state exam and pass? ☐ YES ☐ NO
9a. Are you currently attending school? ☐ Full-time ☐ Part-time ☐ Not Enrolled
9b. If you are enrolled in school, are you attending a ...
   ☐ 4-year college ☐ 2-year college ☐ Voc/Tech College
10. What is your current employment status?
   ☐ Employed
   ☐ Self-Employed
   ☐ F/T Military
   ☐ Unemployed, seeking a job
   ☐ Not employed, not seeking a job
11. How many hours per week do you work?
   ☐ Less Than 5 hrs. ☐ 5 - 15 hrs. ☐ 16 - 20 hrs. ☐ 21 - 30 hrs. ☐ 30 - 40 hrs.
12. Is your job related in any way to your training at SSCC (Cosmetology Dept.)? ☐ YES ☐ NO
13. If you are working in a related field, check which apply.
   ☐ Sales Rep. for major cosmetology product
   ☐ Salon Supply Outlet
   ☐ Cosmetics
   ☐ Teaching
   ☐ Other _____
14. If you are NOT currently working in the Cosmetology Industry what was the principal reason for leaving?
   ☐ I could not find employment
   ☐ Pay scales were not sufficient
   ☐ Hours were not acceptable
   ☐ Physical health
   ☐ "Burn Out"/Stress
   ☐ Other _____

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15. If you are currently employed, what is your yearly gross income?
   ☐ Under $5,000 ☐ $5,000 - $10,000 ☐ $10,000 - $15,000 ☐ $15,000 - $20,000 ☐ Over $20,000
16. Do you own your own Cosmetology business? ☐ YES ☐ No
17. What is your gender? ☐ Male ☐ Female
18. What is your age group? ☐ 18 - 25 ☐ 26 - 35 ☐ 36 - 45 ☐ 46 - 55 ☐ 55 and up

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Not Applicable
Not At All
Very Limited Extent
Some Extent
High Extent
Very High Extent

COSMETOLOGY DEPARTMENT FORMER STUDENT SURVEY P.2

Please continue to answer this questionnaire about the training you received at SSCC.

19. To what extent do you feel your education at SSCC has helped you to achieve your career goals?

20. To what extent do you feel you were prepared in your 1st qtr. beginning training to work on customers in the following areas:

- Haircutting Skills
- Hairstyling Skills
- Chemical Services
- Manicuring Skills
- Skin Care Skills
- Consultation Skills

21. To what extent do you feel that your lab work prepared you for the industry?

22. To what extent did the training prepare you adequately for your employer's expectations?

23. To what extent do you feel the instructional facilities were adequate for educational purposes.

- The training classroom
- The lab floor
- The reception area
- The storage facilities
- The cleaniness of the lab areas
- The availibility of supplies
- The number of teachers

24. Do you feel the equipment used at SSCC is comparable to current industry specifications?
25. Do you feel the college was able to create an industry-like operation for instructional purposes?
26. To what extent do you feel that safe practices were taught?
27. How satisfied are you with the quality of instruction?
28. How satisfied are you with the quality of your education?
29. How satisfied are you with the quality of your certificate?
30. How satisfied are you with the quality of your Associate of Arts degree?
31. To what extent would you have been interested in taking an additional quarter (including management/communication skills, business principles, and computer applications)?
32. To what extent would you be interested in upgrading your training in the following:

- Business practices
- Accounting
- Management

Name of your business/employer: _____

Current Job Title : _____

City or Town you work in : _____

Current Duties : _____

_____

_____

PLEASE USE THE NEXT PAGE FOR ANY COMMENTS THAT YOU MAY HAVE - THANK YOU

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SOUTH SEATTLE COMMUNITY COLLEGE
COSMETOLOGY DEPARTMENT

CURRENT STUDENT SURVEY

1. **In which quarter of cosmetology are you currently attending?** (Including the current quarter).

   1st 2nd 3rd 4th 5th 6th or more

2. **To what extent are you satisfied with the following:**

	Very satisfied				Not at all satisfied
Content of basic instruction	1	2	3	4	5
Ability to apply your skills/knowledge	1	2	3	4	5
The cleanliness of the lab areas	1	2	3	4	5
The availibility of supplies	1	2	3	4	5
The maintenance of equipment	1	2	3	4	5

3. **In which of the following do you feel you would like to have more training?** (check all that apply)

   - ❑ Cutting Skills
   - ❑ Chemical Relaxing Skills
   - ❑ Acrylic Nail Skills
   - ❑ Permanent Waving/ Soft Curl Skills
   - ❑ Coloring Skills
   - ❑ Hairstyling Skills
   - ❑ Skin Care and Make up
   - ❑ Communication Skills
   - ❑ Business Management Skills

4. **How beneficial do you feel guest speakers are to your training?**

   Very Beneficial 1 2 3 4 5 **Not At All Beneficial**

5. **Circle your gender:** Male Female

6. **Circle your age group:** 16-20 21-25 26-30 31-35 36-40 41-45 46-50 50 +

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SOUTH SEATTLE COMMUNITY COLLEGE
COSMETOLOGY DEPARTMENT

NEW STUDENT SURVEY

1. How did you learn about SSCC's Cosmetology program?
   - ❑ Friend
   - ❑ Relative
   - ❑ Hairstylist
   - ❑ Yellow Pages
   - ❑ College Schedule
   - ❑ Other_____
   - ❑ College Catalog

2. Which program are you currently enrolled in?
   - ❑ Cosmetology
   - ❑ Barbering
   - ❑ Manicuring

3. Is it your intended goal at this time to complete your program of study? Yes ☐ No ☐

4. Are you currently taking the General Education courses toward a Certificate of Completion? Yes ☐ No ☐

5. If not, are you planning to take the General Education courses? Yes ☐ No ☐

6. Is it your intended goal to be employed in the industry within one year of completing the program? Yes ☐ No ☐

7. Circle your gender: Male Female

8. Circle your age group:
   16-20 21-25 26-30 31-35 36-40
   41-45 46-50 50 and up

Thank You

SOUTH SEATTLE COMMUNITY COLLEGE
COSMETOLOGY DEPARTMENT

CUSTOMER SURVEY

1. To what extent are you satisfied with the following items:

	Very satisfied				Not at all satisfied
Selection of services offered	1	2	3	4	5
Quality of services performed	1	2	3	4	5
Cost of the services	1	2	3	4	5
Cleanliness of the lab area	1	2	3	4	5
Friendliness of students	1	2	3	4	5
Friendliness of staff	1	2	3	4	5
The reception desk	1	2	3	4	5
The waiting area	1	2	3	4	5

2. Have you recommended the Beauty Center to others?
   Yes ☐ No ☐

3. Would you recommend the Beauty Center to others?
   Yes ☐ No ☐

4. How often do you visit the Beauty Center?
   ❑ 1 x per wk. ❑ 1 x per mo. ❑ less than every 2 mos.
   ❑ 2x per mo. ❑ every 2 mos. ❑ once every 6 mos.

5. Check the type of service or services you most often receive:
   ❑ Haircut ❑ Manicures
   ❑ Hairstyling ❑ Artificial Nails
   ❑ Permanent Wave ❑ Skin Care
   ❑ Chemical Relaxer ❑ To purchase retail
   ❑ Haircolor ❑ Pedicures

6. Circle your gender: Male Female

7. Circle your age group:
   18-25 26-35 36-45 46-55 56-65 66 and up

8. Please add any comments you feel would benefit the Beauty Center: